

Asia Pacific Blueberries Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Form (Fresh, Frozen, and Dried), Category (Conventional and Organic), and End Use (Food Service, Food Retail, and Food Processing)

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Abstracts

The Asia Pacific Blueberries Market is poised for significant growth, with projections indicating that its size will reach approximately US\$ 7,455.1 million by 2031, up from US\$ 3,970.6 million in 2023. This growth represents a compound annual growth rate (CAGR) of 8.2% from 2023 to 2031.

Executive Summary and Market Analysis

The entry of international players and breeding companies into the Asian blueberries market is driving innovation and development. A notable initiative occurred in March 2024, when the US Highbush Blueberry Council, in collaboration with the US Department of Agriculture, launched a trade mission to South Korea. This mission aimed to explore opportunities and strategies to enhance agricultural exports to the region. Additionally, the demand for blueberries in India is on the rise, with increasing imports from countries such as the US, Canada, Poland, and Peru. Blueberries are now widely available in supermarkets, gourmet stores, and online platforms, catering to a growing consumer base that prioritizes health and wellness.

Strategic Insights

Market Segmentation Analysis

The Asia Pacific Blueberries Market can be segmented based on form, category, and end use:

By Form: The market is divided into Fresh, Frozen, and Dried blueberries. In

2023, Fresh blueberries held the largest market share.

By Category: The market is categorized into Conventional and Organic blueberries, with Conventional blueberries dominating the market in 2023.

By End Use: The market is segmented into Food Service, Food Retail, and Food Processing, where Food Retail accounted for the largest share in 2023.

Market Outlook

Governments in major blueberry-producing countries are implementing various policies, financial incentives, and research programs aimed at enhancing productivity and quality. These initiatives are designed to boost domestic production and strengthen the countries' positions as global blueberry exporters. For instance, in August 2024, the Australian government allocated approximately US\$ 100,000 to develop a robotic blueberry picking device, which is expected to reduce labor costs and improve yield efficiency.

In China, a significant policy document released in February 2025 encourages regions to develop specialized industries suited to local conditions and to create unique brands. In the Honghe Yi and Hani Autonomous Prefecture, blueberries are transitioning from an exotic fruit to a key industry that supports rural development. Furthermore, in 2024, the Japan International Cooperation Agency (JICA) initiated a US\$ 200 million horticulture loan project aimed at enhancing blueberry cultivation in Uzbekistan, leveraging Polish expertise to bolster local production and develop the blueberry sector across key regions. These government initiatives are anticipated to create lucrative opportunities for the blueberries market throughout the forecast period.

Country Insights

The Asia Pacific Blueberries Market is segmented by country into China, Japan, India, Australia, South Korea, and the Rest of APAC. In 2023, the Rest of APAC held the largest market share. Countries such as Singapore, Vietnam, Indonesia, Malaysia, Thailand, and Nepal are significant players in the Rest of Asia Pacific blueberries market. However, due to unsuitable tropical climates, domestic blueberry production is limited in Southeast Asian nations. In Thailand and Malaysia, blueberries are considered premium products due to their high prices, but they are becoming more accessible through the expansion of supermarkets, hypermarkets, and online grocery platforms. Major suppliers of blueberries to Asian countries include the US, Peru, and Morocco, with Morocco exporting 1,500 metric tons of fresh blueberries to Southeast Asia in 2023, a significant increase from 450 metric tons in 2019.

Company Profiles

Key players in the Asia Pacific Blueberries Market include SanLucar Fruit SLU, Surexport Compañía Agraria SL, North Bay Produce Inc, Agrovision Corp, Agroberries SpA, Costa Group Holdings Ltd, Qualiprim, Zalar Agri Sarl, Naturipe Farms LLC, RIKA, Raimy Société Agricole SARL, iBerry Morocco, DAIFRUITSL, Reiter Affiliated Companies LLC, and FRESHROYAL SL. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

In summary, the Asia Pacific Blueberries Market is on a robust growth trajectory, driven by increasing demand, government support, and the entry of international players, positioning it as a key sector in the region's agricultural landscape.

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